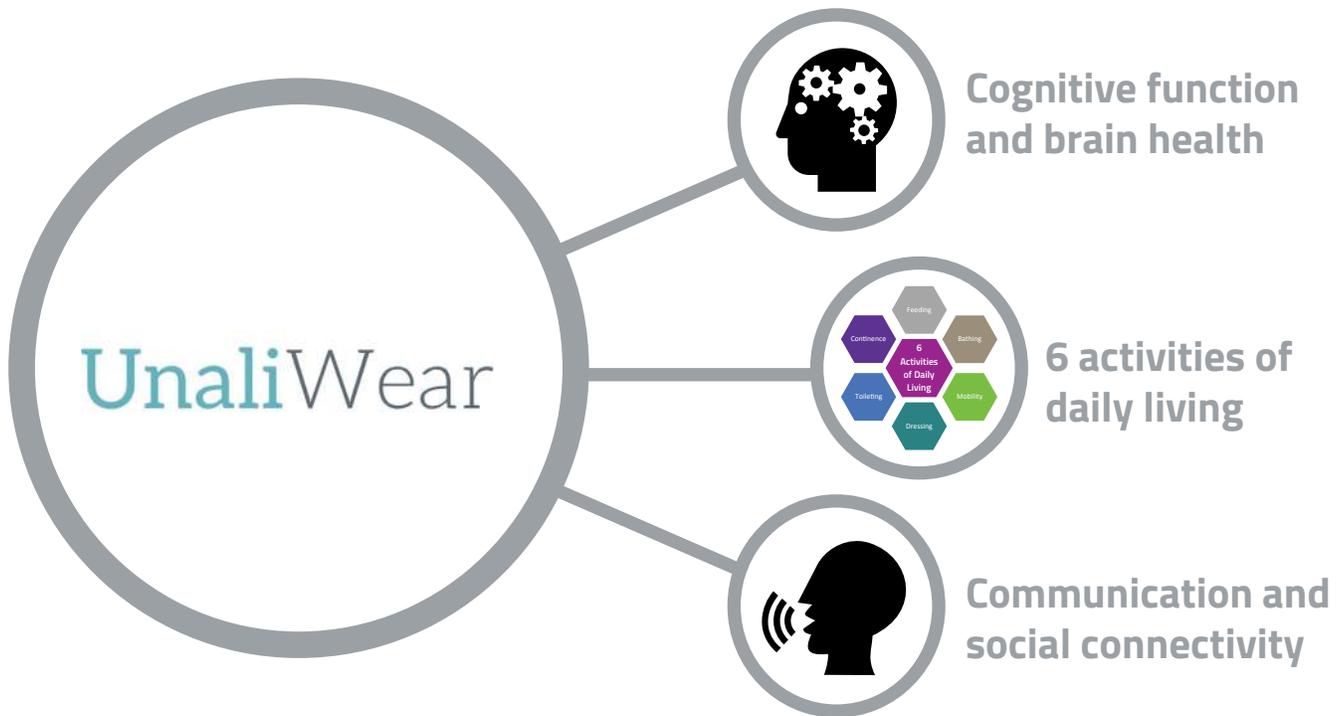




UnaliWear

Company Profile



UnaliWear, headed up by Jean Anne Booth, was created to give vulnerable populations greater independence throughout the later years of their life. Booth, with 30 years' experience in semiconductors, observed her elderly mother losing her independence as she aged. She set out to find a solution and realised traditional methods of medical alert systems were both unattractive and socially stigmatised and so caused many seniors to avoid using them. This led to individuals not receiving the care they needed at critical times, due to not having appropriate means of alerting emergency services. Booth soon realised the market was missing a wearable medical alert device that didn't compromise a senior's dignity, and so the creation of UnaliWear and its revolutionary Kanega Watch came about.

UnaliWear developed and exclusively markets the Kanega Watch to address the care need gap created by seniors having adversity to traditional medical alert pendant wearables deemed too clunky and too stigmatising. Further usually there is a need to remove them at night to charge when protection is most critical. UnaliWear's names derives from the Native American Cherokee language: "Unalii" meaning "friend" and "Kanega" meaning "speak" to describe the company's aim of being the 'friend that speaks to you'.



Focus groups named the Kanega Watch a wearable “OnStar for people” due to the device providing discreet support for falls and other emergencies with a 24-hour, 7 days a week monitoring centre that provides immediate assistance to the wearer, via voice, button or auto fall detection activation. All of this is encompassed in classically styled watch. Most notably, the Kanega Watch is a unique medical alert device with its built-in automatic fall detection.

Aside from its unique fall detection capabilities, the Kanega Watch features a patented, quick-swap battery system within the band of the watch - this means that you do not ever need to take the watch off to charge it, allowing constant proximity to the device, ready should you need to use it. The Kanega Watch connects to both cellular service (via Verizon) and WiFi, providing continuous and consistent coverage in the home and nationwide.

In addition to the above, the Kanega Watch is built with patented artificial intelligence capabilities that learns the wearer’s natural movements – so the watch gets smarter about what is actually a fall the longer the watch is worn. This is a dramatic innovation since the main reason many of the standard static pendant offerings get returned is because of too many false fall alerts. The Kanega Watch is already in market today, with wearers currently ranging from 30 to 100 years of age across the US, and with interest from 56 other countries for future licensing and expansion.

After CEO Jean Anne Booth sold her previous semiconductor startups to TI and Apple, she retired and began her second career as a divemaster on a scuba diving liveaboard boat. Meanwhile her mother of 80 began to exhibit difficulties living independently yet refused to wear any of the emergency medical alert products that were currently on the market, due to the stigma surrounding them and the unattractive look of the devices. This caused Booth to look at the current market space and she saw that the industry was stagnant. She took the opportunity to create the Kanega Watch to meet the needs of her mother and so many other seniors worldwide. UnaliWear’s product and strong senior leadership team is supported by a strong investor network and a team of ace developers recruited from Booth’s prior successes.

“We have barely scratched the surface of our potential” – **Jean Anne Booth, CEO**

UnaliWear’s ambition is to become one of the top 5 providers of medical alert devices in the US within the next 5 years, alongside the company beginning to explore international expansion imminently. With a clear pathway to profitability via maintaining low return rates, paired with continued company growth, UnaliWear will greatly accelerate revenue created from their recurring monthly revenue model.

Longevity Potential: The Kanega Watch, a dignified medical alert wearable

UnaliWear has developed the first all-in-one, voice-controlled device designed to keep wearers connected, independent, active and safe. The company’s core competitive advantages are really baked into the Kanega Watch, which was explicitly designed from the ground up to extend independence with dignity for the independent but vulnerable populations. The device is both voice and button activated as UnaliWear has acknowledged seniors are generally chronically dehydrated, meaning they lack a fully functioning galvanic skin response that powers touch, leading to many seniors struggling to use touch screen



technology. The system is connected to medical alarm call centres that bypass emergency phone numbers altogether and directly dispatch emergency services to the individual in need. This streamlines the process of getting emergency help by providing the emergency services with the medical information about the person in need. This is especially helpful with seniors, as they generally have one or more comorbidities which may require specific treatment.

The Kanega Watch has a unique battery system that allows wearers 24-hour+ usage of the device, a critical feature, since seniors are most prone to falls at night when going to the bathroom (and when almost all other devices are not being worn). In addition, UnaliWear further committed to creating a smartwatch with senior accessibility in mind, a great example being that the Kanega Watch is designed with a high-contrast black-on-white display, catering to populations with macular degeneration, glaucoma or yellowing of vision.

UnaliWear has also designed the Kanega Watch to use Bluetooth connections, opening significant opportunities for the device to become a hub in the home that can remotely monitor its residents by, for example, collecting the biometric data of the wearer. Using the Bluetooth ability to integrate with other medical devices, such as hearing aids to enhance communication, is just one amazing future development idea UnaliWear aims to produce. However, as a standalone device with its current monitoring features, the Kanega Watch is already meeting its goal of granting seniors more independence. Many home health agencies have been using the device with their clients to provide “stand-by” assistance in the hours when aide is not physically present, showing its ability to reduce care dependency in seniors.

Flagship Product Deep Dive

The Kanega Watch is a complicated and powerful technology wrapped up into a user-friendly, easy-to-operate interface. UnaliWear has prioritised senior usability, as wearers do not need to be aware of its complex functioning system, they simply benefit from the Kanega Watch’s patented and integrated AI features. The integrated AI uses an algorithm that employs machine learning to get to know the wearer’s daily movements and routine, meaning the longer they wear the watch the more accurate its fall detection becomes, reducing the number of false fall alerts being detected. This is a unique feature in the wearable market space, currently only offered by the Kanega Watch.

The Kanega Watch directly links the wearer to emergency services when they are needed, allowing them to speak to response operators through their watch as opposed to through a handheld device, as this is not always practical during emergencies. As this communication can be button or voice activated, the Kanega Watch is more accessible during serious incidents. For example, the wearer may collapse in an area where there are no traditional communication devices within reach, yet, with the Kanega Watch, they are able to speak to their device to get help. One priority of UnaliWear was to create a device that did not need to be taken off and so they developed its unique battery swapping system and made the device waterproof. In combination, these features allow the wearer to continuously wear the watch and when compared to standard pendant offerings which are worn approximately 40% of the day, over 90% of Kanega Watch wearers wear it 24/7, making the device unmatched for protection and peace of mind.

The Kanega Watch hardware is highly accessible for seniors, yet it does require WiFi for home use. This means that seniors will require access to the internet to use the device in their home. WiFi connectivity



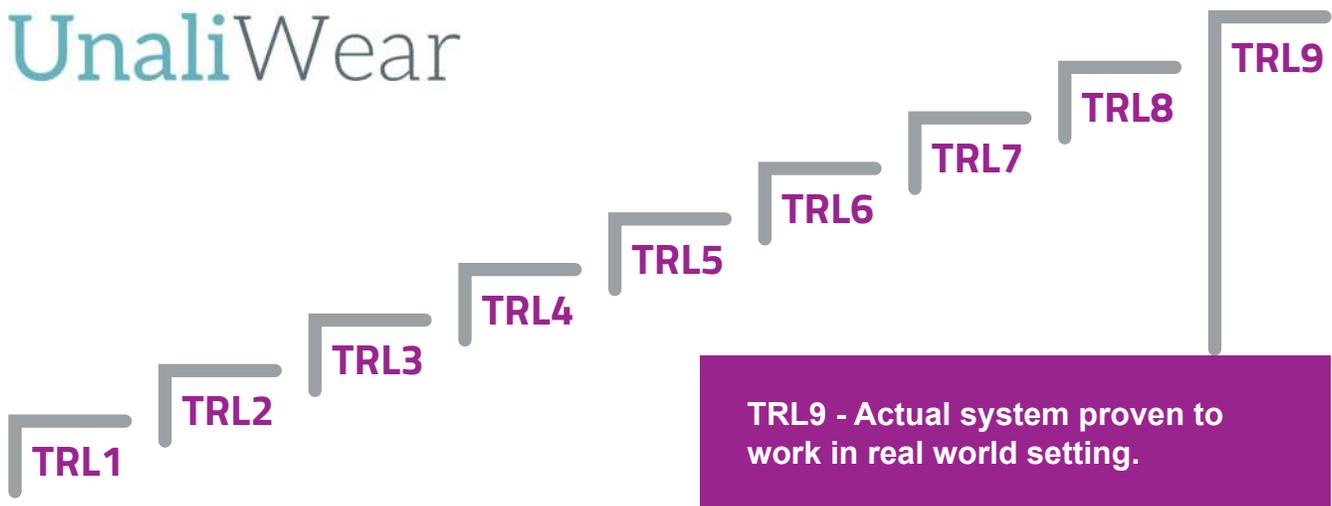
also offers the greatest protection in the home, since many homes have cellular “drop zones”, particularly in internal bathrooms. To allow the wearer to benefit from the Kanega Watch outside of the home, the device seamlessly connects to Verizon cellular service, which spans across the US. So, once connection is secured there are zero physical issues that would limit integrating UnaliWear’s technology into households.

The device has three simple core features to ensure usability for seniors. The watch targets key areas for increasing independence while remaining an appealing device for seniors to easily adopt into their lives. The features include:

- “Get help” – the medical alert system that connects seniors in need to emergency services.
- “See or hear the time and date” – a voice or button activated feature that displays or speaks the time or date when requested.
- Medication reminders – a programmed reminder feature alerting the end-user to their scheduled medication times.

UnaliWear’s Kanega Watch is around 20% more expensive than traditional all-in-one medical alert pendants; however, it offers twice the coverage based upon current data drawn from watch wearers. On average, 93% of Kanega Watch wearers are wearing their watch 24/7. This is much higher than the 30-50% average daily usage seen with pendant solutions. This demonstrates the success UnaliWear is already having on the older population, breaking the stigma of owning a medical alert device through the simple means of providing a ‘watch-like’ interface that is both non-stigmatising and easy to integrate into daily life.

The Kanega Watch is at its most mature stage of development, putting it at a technology readiness level (TRL) 9. This is because the UnaliWear device has reached the end of its true system development and has been proven to work in its final form, under expected real-world conditions. The device has been tested in an operational test setting, by seniors in their homes and its application has been evaluated, showing successful real-world use.





UnaliWear for care dependency

UnaliWear is focused on extending independence with dignity for millions of vulnerable people using aging in place technology. The Kanega Watch offers seniors the opportunity to reduce their care dependency without having to sacrifice their dignity, something usually associated with wearing stigmatising medical alert devices. The device's fall detection system allows seniors, their families and their caregivers peace of mind.

The Kanega Watch incorporates an advanced fall detection system into a stylish, easy to use watch, allowing individuals to get quick help when they need it most – whether that is during their regular daily activities inside and outside their home or late-night trips to the bathroom, where natural grogginess can easily lead to fall-related issues.

UnaliWear's wearable device also helps seniors who are living with mild cognitive impairments. Firstly, they offer them a direct link to medical assistance 24 hours a day, so should they suddenly need assistance they can quickly get help without having to remember where they left the phone, or who to call. Secondly, the device also has a medication reminder feature, prompting wearers to take their medication at the correct times. By alleviating personal responsibility to keep up with complicated medication schedules, seniors can continue their day-to-day activities without fear that they will miss vital medications. This can provide significant peace of mind for both the wearers as well as those that care for them.



The Kanega Watch is a wearable that aids social connectivity amongst the senior population. Its easy access medical alert system sets up a quick communication link between the wearer and emergency services. This surpasses any need for the senior to be able to use any modern communication devices, such as smart phones, increasing the audience UnaliWear can reach to even the most “tech fearing” seniors.

Interoperability

Currently the Kanega Watch is a standalone, vertically integrated system. For the wearer's ease of use, UnaliWear will not integrate their device with platforms that do not share the Kanega Watch's focus on creating simple-interface technology with the aim of granting independence with dignity. UnaliWear prioritises the security of the end-user's data, which is why the Kanega Watch is FIPS 140-2 certified. This is the encryption standard underlying the US's HIPAA requirements. Further, all transactions and data are encrypted for the safety and privacy of Kanega Watch wearers.



Target market

Medical alert devices save lives by ensuring vulnerable, senior populations have a simple way to get help if they need it. While the senior population are very likely to experience accidents such as falls in the home, less than 10% of seniors 75+ have a medical alert device. A main reason for this low uptake in wearables is centred around seniors' distaste for so-called 'unattractive' stigmatised pendants. Seniors associate medical pendants as a sign they are growing old to the point where they need to be 'baby-sat', which can be un-dignifying and unsettling to individuals who envisioned a long healthy retirement in their own homes. The Kanega Watch, however, is a discreet, non-stigmatising solution that is specifically designed to be worn constantly throughout the day and night. It's a valuable tool to seniors, and to those that care for them, providing both peace of mind as well as confidence to allow the wearer to live more independently for longer. This is a huge development in aging in place technology, where the wearable market space has been saturated in either senior specific wearable, that are generally unattractive to the user, or high-tech smart watches, that are sleek in design yet inaccessible to not so tech savvy seniors. The Kanega Watch is making a real impact on the silver economy. While the Kanega Watch targets seniors in general, UnaliWear's target market specifically includes vulnerable populations suffering with Parkinson's, MS and disabled veterans whose mobility and mild cognitive decline may reduce their ability to safely live independently.

The Kanega Watch is designed to be marketed towards seniors themselves as the end-user as opposed to their caregivers as the device is very accessible to anyone who may be less confident with modern technology. Aside from the need to connect to WiFi and cellular networks, the watch functions without any other physical limitation, allowing seniors to benefit from the device with ease once a highly simplified set up process is completed.

The Kanega Watch was uniquely designed in association with an aging senior as the CEO's mother was UnaliWear's Senior UX designer. She was personally responsible for the first 100 individuals who initially worked with UnaliWear in focus groups during design phases. Starting from scratch, the principles of simplicity and ease of use were baked into this aging in place technology. Created with seniors in mind, the Kanega Watch works right out the box. The only process a senior may need assistance with is connecting it to WiFi, however this process is automatic and can be completed with ease. It is purposefully designed with just a few core features to ensure seniors find it easy to adopt the technology into their lives.

UnaliWear cater to their senior target market by developing features such as a digital display that is white on black, providing easy viewing for those with macular degeneration, glaucoma or yellowing of vision. The set up includes a simple and short "on-watch" tutorial to allow seniors to set up the device on their own if they feel capable. The device has been developed as a simple watch, so there is no stigmatising association that normally occurs with medical alert devices as wearer just feels like they are wearing a regular watch. All the advanced aging in place technology is hidden from them within the simple interface.

Channels to market

UnaliWear's main channel to market is focused on supplying directly to the consumer. Currently UnaliWear's device is catered to the independent but vulnerable populations, who without this technology



would experience increased risk when living at home. Therefore, the chosen channel is appropriately directly to the seniors who will be wearing the device. However, UnaliWear is working on developing the Kanega Watch to cater to more care dependent populations, shifting the focus from the watch being a tool for the senior to converse with to ask for assistance, to becoming a tool for formal caregivers to converse with. This will extend the impact the Kanega Watch will be able to make on even more care dependent populations, such as those living in assisted living, or struggling with severe cognitive impairment.

Such developments and future shifts in desired end-users have led UnaliWear to explore healthcare “business to business” channels to market. UnaliWear is involved in on-going discussions with healthcare providers, varying from home healthcare to insurance businesses, to understand the company’s opportunities to make the greatest impact. The Kanega Watch has great potential to be marketed as a care device to aid the formal care sector in catering to specific populations, especially seniors who are aging in place yet require regular home visits as with the Kanega Watch, caregivers only need to visit on being alerted to an incident with the individual, reducing care time needed and overall pressure on the sector.

UnaliWear has frequently been approached by larger entities in healthcare, technology and retail about possible acquisitions, but while they are appreciative of the attention the company believes it is premature to consider this. UnaliWear plans to continually revisit these opportunities but at the current time does not see them having the right potential to materialise in a way that is properly remunerative for the company’s investors until approximately three years from now. Currently in the market, the Kanega Watch is already making an impact directly to the consumer, and so UnaliWear is keeping to its main channel to market at this current time yet is aware that, in the future the company will have the opportunity to accelerate its footprint in the US further by expanding to utilising healthcare providers as a channel to market.

Plans to develop the device further to widen UnaliWear’s reach globally include adding languages beyond English to market overseas both directly to consumers and potentially to healthcare providers. Further, when UnaliWear has self-generated sufficient funds, the company plans to develop a full biometrics-enabled version of the Kanega Watch, which would then be classed as an FDA Class III medical device.

Success Factors

Team and Reputation

- As a serial entrepreneur, Jean Anne Booth heads up UnaliWear as CEO and founder. Jean Anne holds a BSEE from the University of Texas, Austin and an MSCE from the National Technical University. She brings years of experience to the role after selling previous start-ups to Texas Instruments and Apple.
- Booth founded her previous company, Luminary Micro, which created the Stellaris microcontroller platform and became the first company to market with ARM Cortex-M3-based microcontroller solutions. Luminary Micro was purchased by Texas Instruments in May 2009 and was one of the top VC-backed M&As of 2009. Booth retired from Texas Instruments in 2012 after serving as the general manager for the Stellaris family of products.
- Booth was also a founder of Intrinsicity, the creators of the graphics chip in the Apple iPad products. Intrinsicity sold to Apple in 2010.



- UnaliWear has benefited from having Jean Anne Booth as a founder as her semiconductor experience includes experience with volume manufacturing of application-specific examples of microcontroller solutions. She worked with these solutions with her previous team, and thus she has contacts in factories all over the world. UnaliWear has utilised this network with its components being sourced from all over the world, to be brought to and proudly built in the US.
- UnaliWear co-founder and SMTS Brian Kircher has over 25 years' experience in creating comprehensive software platforms and providing technical leadership to software teams. He holds a BS in Mathematics and Computer Science from Carnegie Mellon University.
- As an early Luminary Micro employee, Kircher was the driving force behind the creation of the StellarisWare software suite and was a key member of the architecture team that defined the Stellaris microcontroller platform.
- Kircher's early career included working at Cirrus Logic and IBM. Later in his career, after Texas Instruments acquired Luminary Micro in 2009, Kircher prioritised sharing the StellarisWare philosophy of enabling customer success through easy-to-use software, to Texas Instruments' microcontroller and microprocessor teams.

Intellectual Property

- UnaliWear currently has 8 granted international patents: US Patent 10,051,410 and US Patent 10,687,193 * Mexico Patent 363492 * Australia Patent 2014321303 * Japan Patent 6346953 * China Patent 105765639 * European Patent 14845754 * Israeli Patent 244489 *
- UnaliWear also has 1 Canadian patent pending.
- The Kanega Watch has a patented quick-swap battery system in the band, which allows wearers to have continuous access to their medical alert system - never having to remove their watch to charge it. The international patent includes "user specific big data". Further, a granted continuation "in part patent" expands on the company's AI.
- Today, UnaliWear has developed the only wrist-worn wearable with an automatic fall detection system that is connected to medical alarm call centres, who can either contact caregivers or directly dispatch emergency services.
- UnaliWear have created a successful and disruptive in-market alternative to medical alert pendants, which has been noted as the company's primary major milestone.
- Ongoing milestones will involve passing various wearer count thresholds across the US, as well as increasing the daily value of the Kanega Watch to wearers – meaning they can see benefits to wearing the watch every day beyond its medical alert core competency.
- UnaliWear are exploring various co-branding opportunities with companies that offer tangential health-related benefits to vulnerable populations, including leveraging the Bluetooth capabilities of the Kanega Watch.



Funding

- To date UnaliWear has raised roughly \$15m in investment through a large set of varied investors.
- Investors include Maxim Integrated Ventures, True Wealth Ventures, DeSimone Group Investments, Social Starts, Astia, Keiretsu, Central Texas Angel Network, Portfolia, Lubbock Angel Network, South Coast Angel Network, Next Wave Impact, HealthCare Angels, Houston Angel Network, Arizona Tech Investors, Harvard Business School Alumni Angels, as well as further individual investors.
- 5 million people across the US already pay for vastly inferior products that they don't wear long term, as the average pendant wearer wears their device 40% of the day and rarely at night. Amongst Kanega Watch wearers, 93% never take their device off, providing better protection amongst the senior population.
- Apple and other smart watch providers will not directly compete with UnaliWear as the Kanega Watch is classed as a medical device, requiring FDA approval and increased liability.
- Through 7 years of engineering development UnaliWear device is now fully developed, with its hardware reaching full maturity.
- UnaliWear has now grown into a services and marketing company that operates with 90% gross margins on a \$60-70 monthly recurring revenue scheme per user. At 10,000 users the company is comfortably profitable, allowing them to further invest more money into company growth.
- UnaliWear's reinvestment into themselves has allowed the company to grow over 7900% since May 2020. While marketing spend has stayed flat during 2020, sales per day grew by 68%.
- UnaliWear's customer acquisition cost has been significantly less than half the industry average for the past 7 months of 2021.
- Future goals include ramping up the marketing spend within the company to further increase sales. To achieve this UnaliWear is currently raising another round of funding.



UnaliWear Success Grid:

<p>Intellectual property:</p> <p>The Kanega watch has a patented quick-swap battery system, which uniquely allows users to constantly wear the device as they never have to take it off to charge. UnaliWear has 8 granted international patents, with 1 Canadian patent pending.</p>	<p>Team:</p> <p>UnaliWear is headed up by CEO, Jean Anne Booth, an experienced entrepreneur who sold her previous start ups to Texas Instruments and Apple. Co-founder Brian , the driving force behind StellarisWare software, has over 25 years experience in software platform creation and technical leadership.</p>	<p>Unique value proposition:</p> <p>UnaliWear discovered falls most likely occur in the bathroom at night and so its quick-swap battery, allowing the user 24-hour usage, really sets the device above the rest. UnaliWear designed its product to be hyper accessible to seniors with its high contrast black on white display catering to populations with macular degeneration, glaucoma or vision yellowing.</p>
<p>Added quality of life:</p> <p>After reaching the end of its technological development the Kanega watch is already being sold across the US. It has proven itself in its operational setting, and through wearer feedback, UnaliWear has learned that 93% of Kanega watch wearers interact with their device daily, much higher than the 30-50% average seen with pendent users.</p>		
<p>Target:</p> <p>UnaliWear gives seniors freedom to complete ADLs using the Kanega watches AI integrated fall detection system, and with its medication reminder feature the device caters to seniors suffering with cognitive decline. The device connects seniors directly to emergency services when needed, vastly increasing their social connectivity and reducing the risk of living alone.</p>		<p>Competitive advantage:</p> <p>Jean Anne Booth brings the company its competitive advantage as CEO, as her large network built from her previous semiconductor experience has supplied UnaliWear with manufacturing contacts globally.</p>
<p>Customer segments:</p> <p>UnaliWears target market centres around the products end user, the senior. Less than 10% of seniors 75+ have a medical alert device, deeming them 'unattractive' and stigmatised and so, UnaliWear strived to develop the Kanega watch, a classically designed wearable with senior friendly features.</p>	<p>Channels:</p> <p>Currently, UnaliWears main channel to market is supplying directly to the consumer. However, In the future the Kanega watch will be developed to be utilised as a tool to cater to even more care dependent populations, shifting the end-user from senior to carer.</p>	<p>Runway:</p> <p>UnaliWear has raised roughly \$15m from their large investor network. The Company has since grown into a services and marketing company operating with 90% gross margins, using a \$60-70 monthly recurring revenue scheme per user. At 10,000 users the company is comfortably profitable, allowing for further investment to grow the company.</p>
<p>Inflection point (p):</p> <p>UnaliWear wanted to solve a significant issue faced amongst seniors who need access to medical alert systems but do not want to wear traditional wearables. The company is currently raising a round of funding to ramp up marketing spending to increase sales with the aim of boosting their reach to seniors who need this uniquely developed technology, granting them greater safety while aging in their own homes.</p>		

● Positive progress
 ● Work-in-progress
 ● Needs attention